

National Travel and Tourism Office

Profile of U.S. Resident Travelers Visiting Overseas Destinations: 2012 Outbound



U.S. Resident Travelers to Overseas Destinations (1)	All U.S. Travelers
Region/State/City of Residence**	28,502,000
	40.1
New England	6%
Massachusetts	3%
Boston	1%
Connecticut	2%
Middle Atlantic	26%
New York	13%
New York City	12%
Nassau	2%
New Jersey	9%
Newark-Union	2%
Edison-New Brunswick	2%
Pennsylvania	4%
Philadelphia	2%
East North Central	10%
Illinois	4%
Chicago	3%
Ohio	2%
Michigan	2%
Wisconsin	2%
West North Central	6%
Minnesota	2%
Minneapolis-St. Paul	2%
East South Central	2%

U.S. Resident Travelers to	All
Overseas Destinations *	U.S. Travelers
Total Number of Travelers **	28,502,000
South Atlantic	18%
Florida	6%
Miami	2%
Georgia	4%
Atlanta	3%
Virginia	3%
Washington, DC.	3%
Maryland	2%
North Carolina	2%
West South Central	10%
Texas	8%
Houston	3%
Dallas-Plano-Irving	2%
Mountain	5%
Arizona	1%
Colorado	2%
Pacific	15%
California	13%
Los Angeles	3%
San Francisco	2%
Anaheim	1%
Oakland	1%
San Jose	1%
Washington	1%
Seattle	1%
Pacific Islands	2%
Atlantic Islands	1%
Auanuc Islanus	1 /0

State and city of residence are listed if they represent at least 1% of the U.S. travelers to overseas destinations. States are listed in declining percentages within U.S. regions. Metro areas are listed in declining percentages within states.

^{**} NOTE: Percentages listed in this profile can be converted into estimated numbers by multiplying percentage listed above by 28,502,000 (the total U.S. Residents visiting overseas destinations), 23,229,000 (81.5% Vacation/Hoilday & Visit Friends/Relatives) and 5,130,000 (18.0% Business/Convention).

U.S. Resident Traveler	All	For	For
Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of Travelers **	28,502,000	23,229,000	5,130,000
A			
Advance Trip Decision:	06.2	105.1	52.4
Average Number of Days	96.2	105.1	53.4
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation:			
Average Number of Days	66.0	73.6	33.4
Median Number of Days	45.0	60.0	21.0
Many of Dacking Air Tring.			
Means of Booking Air Trip*: Directly with the Airline	36%	38%	28%
, and the second	28%	31%	16%
Internet Booking Service			
Travel Agency Office	22%	23%	16%
Tour Operator/Travel Club	6%	7%	2%
Company Travel Department	10%	4%	42%
Other	3%	3%	2%
Information Sources*:			
Airline	50%	51%	45%
Online Travel Agnecy	31%	34%	21%
Travel Agency Office	20%	21%	15%
Personal Recommendation	19%	21%	9%
Corporate Travel Dept.	11%	4%	42%
Tour Company/Travel Club	7%	8%	2%
Travel Guide	7%	8%	3%
National/State/City Travel Office	4%	4%	3%
Other	6%	6%	4%

^{*} Multiple Response.

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U.S. Resident Traveler	All	For	For
Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of Travelers **	28,502,000	23,229,000	5,130,000
Use of Prepaid Package:		I	
Yes	12%	13%	3%
No	88%	87%	97%
Pre-Booked Lodging*:			
Responded - Yes	52%	51%	64%
			31,7
Sources for Booking Lodging*:			
The Lodging Establishment Directly	19%	19%	20%
Internet Booking Service	13%	14%	9%
Travel Agency Office	9%	10%	4%
Corporate Travel Dept.	6%	2%	30%
Tour Operator/Travel Club	5%	6%	2%
The Airline	1%	1%	1%
Other	3%	3%	4%
Travel Companions*:			
Traveling Alone	66%	59%	85%
Spouse/Partner	21%	26%	7%
Family/Relatives	12%	15%	3%
Friends	4%	5%	1%
Business Associates	2%	0%	6%
Tour Group	1%	1%	0%
Travel Party Size: (persons)		T	
Adults Only	93%	91%	98%
Adults and Children	8%	9%	2%
Average Party Size	1.5	1.6	1.2
Median Party Size	1.0	1.0	1.0

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U.S. Resident Traveler Characteristics	All U.S. Travelers	For Leisure & VFR	For Business & Conv.
Total Number of Travelers **	28,502,000	23,229,000	5,130,000
Main Purpose of Trip:			
Vacation/Holiday	47%	58%	4%
Visit Friends/Relatives	29%	35%	3%
Business	12%	2%	72%
Education	5%	2%	1%
Convention/Conference/Trade Show	3%	1%	20%
Religion/Pilgrimages	2%	1%	0%
Health Treatment	1%	0%	-
Purpose of Trip*:		_	
Vacation/Holiday	59%	73%	16%
Visit Friends/Relatives	40%	48%	14%
Business	15%	4%	81%
Education	7%	5%	5%
Religion/Pilgrimages	3%	2%	1%
Convention/Conference/Trade Show	5%	2%	26%
Health Treatment	1%	1%	0%
Type of Accommodations*:			
Hotel, Motel	62%	59%	82%
Average Number of Nights	9.8	9.1	9.9
Median Number of Nights	7.0	7.0	6.0
Private Home	43%	47%	23%
Average Number of Nights	21.2	18.8	26.6
Median Number of Nights	13.0	13.0	11.0
Other	7%	7%	6%
Mean Number of Nights	14.3	11.5	16.1
Median Number of Nights	7.0	7.0	7.0

U.S. Resident Traveler	All	For	For
Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of Travelers **	28,502,000	23,229,000	5,130,000
Nights Outside the U.S.:			
Average Number of Nights	18.3	16.9	16.9
Median Number of Nights	10.0	11.0	8.0
First International Trip:			
First Time Visitors	6%	7%	3%
Repeat Visitors	94%	93%	97%
Number of International Trips in the	Past 12 Months:		
Mean Number of Trips	2.7	2.3	4.7
Median Number of Trips	2.0	2.0	3.0
Number of Countries Visited*:			
One Country	82%	82%	78%
Two Countries	12%	12%	16%
Three or More Countries	6%	7%	6%
Average (Countries)	1.2	1.3	1.3
Median (Countries)	1.0	1.0	1.0
Number of Destinations Visited*:			
One Destination	55%	53%	55%
Two Destinations	25%	24%	27%
Three or More Destinations	21%	23%	19%
Average (No. of Destinations)	1.8	1.9	1.7
Median (No. of Destinations)	1.0	1.0	1.0

^{*} Multiple Response.

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Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of Travelers **	28,502,000	23,229,000	5,130,000
Transportation Outside the U.S.:*		1	
Air Travel between Non-U.S. Cities	65%	64%	70%
Company or Private Auto	40%	40%	43%
Taxicab/Limousine	33%	30%	48%
City Subway/Tram/Bus	21%	21%	24%
Bus between Cities	20%	21%	12%
Railroad between Cities	15%	16%	14%
Rented Auto	11%	12%	10%
Ferry/River Taxi/Srt Scenic Cruise	6%	7%	4%
Cruise Ship/River Boat 1+ Nights	5%	7%	1%
Rented Bicycle/Motorcycle/Moped	3%	3%	2%
Motor Home/Camper	1%	1%	0%
Port-of-Entry:		Ĭ	
New York City	18%	18%	14%
Atlanta	14%	14%	11%
Newark	13%	13%	9%
Chicago	8%	8%	9%
Los Angeles	7%	7%	8%
Houston	6%	6%	8%
San Francisco	6%	5%	8%
Miami	5%	5%	5%
Dallas/Ft. Worth	5%	5%	4%
Washington, D.C.	4%	4%	7%
Philadelphia	3%	4%	4%
Boston	2%	1%	3%
Honolulu	1%	2%	1%
Minneapolis	1%	1%	1%
Charlotte	1%	1%	1%
Detroit	1%	1%	1%
San Juan	1%	1%	1%

^{*} Multiple Response.

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Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of Travelers **	28,502,000	23,229,000	5,130,000
International Destinations Visited:	<u>*</u>		
Europe	36%	35%	43%
Austria	2%	2%	1%
France	7%	7%	7%
Germany	6%	6%	9%
Ireland	2%	3%	2%
Italy	7%	8%	4%
Netherlands	2%	2%	3%
Poland	1%	1%	1%
Russia	1%	1%	1%
Spain	4%	4%	4%
Switzerland	2%	2%	2%
United Kingdom	9%	8%	15%
Caribbean	24%	26%	9%
Dominican Republic	8%	9%	3%
Jamaica	5%	6%	1%
South America	7%	7%	8%
Columbia	2%	2%	2%
Argentina	1%	1%	1%
Brazil	1%	1%	2%
Peru	1%	2%	1%
Central America	7%	7%	6%

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Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of U.S. Travelers **	28,502,000	23,229,000	5,130,000
T			
International Destinations Visited:*			
Africa	3%	3%	3%
South Africa	1%	1%	1%
Middle East	6%	6%	6%
Israel	2%	2%	1%
Turkey	1%	2%	1%
U.A.E.	1%	1%	2%
Asia	19%	18%	28%
Japan	3%	3%	6%
P.R. of China	4%	3%	8%
India	3%	3%	3%
Hong Kong	2%	2%	4%
Republic of Korea (South)	2%	2%	3%
Republic of China (Taiwan)	2%	2%	3%
Singapore	1%	1%	2%
Thailand	1%	1%	1%
Phillipines	2%	2%	1%
Oceania	2%	2%	2%

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Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.		
Total Number of U.S. Travelers **	28,502,000	23,229,000	5,130,000		
Leisure/Recreational Activities *:					
Sightseeing	78%	81%	67%		
Shopping	76%	78%	67%		
Small Towns/Countryside	43%	46%	28%		
Expierience Fine Dining	41%	42%	44%		
Historical Locations	40%	42%	29%		
Guided Tours	35%	37%	19%		
Art Galleries/Museums	33%	35%	26%		
Cultural/Ethnic Heritage Sights	31%	33%	23%		
National Parks/Monuments	28%	30%	19%		
Nightclubbing/Dancing	26%	27%	18%		
Water Sports	18%	21%	7%		
Concert/Play/Musical	14%	15%	10%		
Amusement/Theme Parks	10%	11%	6%		
Casino/Gamble	9%	10%	5%		
Camping/Hiking	8%	8%	4%		
Sporting Event	7%	7%	6%		
Environmental/Ecological Excursions	7%	8%	4%		
Golfing/Tennis	4%	4%	4%		
Hunting/Fishing	3%	3%	2%		
Snow Sports	1%	1%	1%		

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Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of U.S. Travelers **	28,502,000	23,229,000	5,130,000
Average Total Trip Expenditures:			
Per Travel Party	\$4,626	\$4,273	\$5,570
Per Visitor	\$3,018	\$2,634	\$4,563
Average International Airfare:			
Per Travel Party	\$2,094	\$1,824	\$2,980
Per Visitor	\$1,420	\$1,170	\$2,458
Average Package Price:			
Per Travel Party	\$5,731	\$5,673	-
Per Visitor	\$2,573	\$2,547	-
Average Expenditures Outside the Uni	ted States:		
Per Travel Party	\$2,414	\$2,340	\$2,539
Per Visitor	\$1,575	\$1,442	\$2,080
Per Visitor Per Day	\$86	\$85	\$123
Trip Payment Method			
Purchases Using Credit Card	53%	50%	69%
Cash from Home/Travelers Checks	20%	22%	10%
Cash Adv./Wdrawal Using Credit Card	12%	12%	11%
Cash Adv./Wdrawal Using Debit Card	8%	9%	7%
Purchases Using Debit Card	7%	8%	4%

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Total Number of U.S. Travelers **	28,502,000	23,229,000	5,130,000	
Main factor in Airline Choice:				
Airfare	31%	32%	20%	
Convenient Schedule	20%	18%	24%	
Non-Stop Flights	17%	17%	14%	
Mile Bonus/Frequent Flyer Program	11%	11%	14%	
Previous Good Experience	7%	7%	7%	
Loyalty to Carrier	3%	3%	5%	
Employer Policy	2%	1%	9%	
Safety Reputation	2%	2%	1%	
In-Flight Service Reputation	1%	1%	2%	
On-time Reputation	1%	1%	1%	
Type of Airline Ticket*:				
Paid Ticket	81%	80%	85%	
Frequent Flyer Award Ticket	7%	8%	4%	
Paid Upgrade	3%	3%	5%	
Non-revenue	3%	3%	1%	
Discount/Group Fare	2%	3%	1%	
Frequent Flyer Upgrade	1%	1%	2%	
Don't Know	7%	7%	5%	
Seating Area on Flight:				
Economy/Tourist/Coach	75%	79%	56%	
Premium Economy	12%	12%	17%	
Executive/Business Class	8%	6%	21%	
First Class	4%	3%	7%	

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Total Number of U.S. Travelers **	28,502,000	23,229,000	5,130,000
Gender and Age of Traveler:		•	
Male Adults	51%	45%	70%
Female Adults	50%	55%	30%
Average Age of Male (years)	45.6	45.7	46.7
Average Age of Female (years)	43.4	44.1	42.7
Occupation:			
Mgmt., Business, Science, & Arts	45%	41%	72%
Retired	13%	16%	3%
Student	10%	10%	3%
Service Occupations	9%	10%	6%
Sales and Office	7%	7%	7%
Homemaker	5%	6%	1%
Military/Government	3%	3%	2%
Prod., Trans., & Material Moving	2%	2%	3%
Nat. Res., Const., & Maintenance	2%	2%	3%
Annual Household Income:			
Average	\$126,384	\$119,468	\$165,571
Median	\$100,000	\$95,000	\$130,000

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Characteristics	U.S. Travelers	Leisure & VFR	Business & Conv.
Total Number of U.S. Travelers **	28,502,000	23,229,000	5,130,000
Ethnicity	_		
Hispanic	15%	15%	10%
Non-Hispanic	85%	85%	90%
Race*			
American Indian/Alaskan Native	2%	2%	2%
Asian	16%	16%	15%
Hawaiian/Pacific Islander	1%	1%	1%
Black	9%	9%	6%
White	76%	75%	79%
Health Care Pre-Trip (Vaccinations	s, etc)	,	
Yes	12%	11%	10%
No	88%	89%	90%
If Yes, Days in Advance	35	34	35
Travel Insurance Purchased			
Yes	27%	29%	13%
No	73%	71%	87%

^{*} Multiple Response.

Percentages are listed for all categories reported by 1% or more of the respondents.

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, "Survey of International Air Travelers," November 2013.

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Survey of International Air Travelers: Table Number and Description

TABLE 1 - Q3a. Where do you live (State/City of Residence)?** (%)		
TABLE 2 - Q6a. How did you obtain the information used for planning this trip?** (%)		
TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%)		
TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%)		
TABLE 5 - Q9. How were airline reservations made for this trip?** (%)		
TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)		
TABLE 7 - Q8a. Did you visit a health care provider to receive vaccinations or medication specifically for this trip? (%)		
TABLE 8 - Q8b. How many days in advance of this trip did you visit a health care provider? (%)		
TABLE 9 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?** (%)		
TABLE 10 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?** (%)		
TABLE 11 - Q11. Was travel insurance purchased for this trip? (%)		
TABLE 12 - Q14. With whom are you traveling now?** (%)		
TABLE 13 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)		
TABLE 14 - Q13a. What is the main purpose of your trip? (%)		
TABLE 15 - Q13a./b. All purpose(s) of trip.*** (%)		
TABLE 16 - Q17. Type of accommodation outside the U.S. and number of nights stayed.** (%)		
TABLE 17 - Q16b. How many nights outside of the U.S.A. will you spend on this trip? (%)		
TABLE 18 - Q16c. How many total nights away from home will you spend on this trip? (%)		
TABLE 19 - Q30a. Is this your first trip by air from the United States? (%)		
TABLE 20 - Q30b. How many round trips by air have you made from the U.S. in the past 12 months? (%)		
TABLE 21 - Q3b./Q17. Number of countries visited.** (%)		
TABLE 22 - Q3b./Q17. Number of destinations visited.** (%)		
TABLE 23 - Q21. What types of transportation will be used on this trip?** (%)		
TABLE 24 - Q5a. What city or airport will you pass through U.S. Customs and Passport Control (Port of Entry)** (%)		
TABLE 25 - Q3b. What will be your main destination on this trip? (%)		
TABLE 26 - Q3b./Q17. What international destinations will you visit (includes main destination)?** %)		
TABLE 27 - Q22. Will anyone engage in any of the following leisure activities?** (%)		
TABLE 28 - Q18d./Q19. How much total money will be spent outside the U.S.? (\$)		
TABLE 29 - Q20. Expenses Payment Methods.** (%)		
TABLE 30 - Q20. Travelers Use of Payment Methods.*** (%)		
TABLE 31 - Q20. Share of Total Trip Expenditures by Payment Methods.**** (%)		
TABLE 32 - Q25. What were your three main reasons for flying on thie airline?** (%)		
TABLE 33 - Q25. What was the most important reason for flying on this airline? (%)		
TABLE 34 - Q26a. Where will you sit in the aircraft today? (%)		
TABLE 35 - Q26b. What type of airline ticket do you have?** (%)		
TABLE 36 - Q31bc. What is your age and what is your gender? (%)		
TABLE 37 - Q31a. What is your occupation? (%)		
TABLE 38 - Q32. What is your total combined annual household income? (%)		

TABLE 39 - Q33a. What is your ethnicity? (%) TABLE 40 - Q33b. What is your race?** (%)

Interested in obtaining data for your organization?

NTTO collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

http://travel.trade.gov/research/programs/ifs/customized.html

For NTTO programs of interest visit:

http://travel.trade.gov/research/index.html

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

U.S. Department of Commerce

International Trade Administration Industry & Analysis National Travel and Tourism Office 1401 Constitution Ave, NW Washington, D.C. 20230 Phone: (202) 482-0140 Fax: (202) 482-2887 ntto@trade.gov

http://travel.trade.gov